



# APPROVED

May 24, 2016

## MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, April 26, 2016

Regular Meeting 2:30 P.M.

**CALL TO ORDER AND WELCOME** – The regular meeting of the Occupancy Tax Board was called to order at 2:33 p.m. by Chairperson Jill Cleveland.

### **ROLL CALL**

Members Present: Chair- Jill Cleveland, Jim Fielding, Stephanie Gerdt, Kerry Moore, Josh Ragsdale

Members Absent: None

Five members of the board were present representing a quorum.

Staff Present: Janice Self, Lodgers' Tax Liaison; Monica Garcia, Finance Director

Others Present: Tod Hammock & Don Hammock (Cycle City Promotions – Kicker Arenacross), Elaine Mayfield & Marilyn Cozzens (Rio Pecos Kennel Club Dog Show), Jeff Tucker (Roswell Daily Record), Larry Connolly

**APPROVAL OF AGENDA** – Mr. Ragsdale motioned to approve the agenda. Mr. Fielding seconded the motion. A voice vote was unanimous and the motion passed.

**APPROVAL OF MINUTES** – Mr. Fielding motioned to approve the minutes from the March 29, 2016 Occupancy Tax Board meeting. Mr. Ragsdale seconded the motion. A voice vote was unanimous and the motion passed.

### **PUBLIC COMMENTS**

None

### **PRESENTATION**

3. **Welcome to new members:**

Chairperson Jill Cleveland welcomed the new members: Jim Fielding, Kerry Moore and Stephanie Gerdt to the Occupancy Tax Board.

4. **Overview of Occupancy Tax Board:**

Ms. Self gave an overview of the Occupancy Tax Board for the new members.

### **REGULAR ITEMS (Action Items):**

5. **Re-allocation of remaining budget –**

Ms. Self presented the events which have not appeared before the Occupancy Tax Board in the past 2 years of their normally scheduled events and/or should have requested funding for their event by the April meeting. The events were Anderson Museum of Contemporary Arts in the

amount of \$2,000 (two thousand dollars); NM Championship Ranch Rodeo in the amount of \$1,500 (one thousand five hundred dollars); and the Roswell Juried Art Show in the amount of \$2,500 (two thousand five hundred dollars). A total of \$6,000 (six thousand dollars). Ms. Self explained that this money would be placed in the unallocated balance and could be used for funding of new events or the increase of event funding for events which request at the April, May or June Occupancy Tax Board meetings. Ms. Cleveland made the motion to adjust the allocation of the Occupancy Tax Board line Visitors Promotion as presented. Mr. Fielding seconded the motion. There was some discussion in which Ms. Self further explained that if the three events (Anderson Museum, NM Championship Ranch Rodeo and Roswell Juried Art Show) would apply by the June meeting, they could be funded from the unallocated funds remaining. Ms. Cleveland restated the motion and a voice vote was unanimous and the motion passed.

**6. Lodgers Tax Request – Rio Pecos Kennel Club Dog Show (Sept 10-11, 2016)**

Ms. Elaine Mayfield and Ms. Marilyn Cozzens were there to present the request for \$1,778.00 (one thousand seven hundred seventy-eight dollars). Ms. Mayfield informed the board that the event has been in Roswell since the 1950s. The event hosts approximately 200 people (450 – 500 dogs), most from out of town. Event mailings are sent to 5000 people on the dog show circuit listing. Participants also spend money at restaurants and shopping while in Roswell. The money requested will go for advertising, security and sanitation for the show. Mr. Fielding made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$1,778.00 (one thousand seven hundred seventy-eight dollars) on a reimbursement basis be provided for this event. Mr. Ragsdale seconded the motion. Ms. Cleveland restated the motion and a voice vote was unanimous and the motion passed.

**7. Lodgers Tax Request – Kicker Arenacross Show (June 3-4, 2016)**

Mr. Tod Hammock was there to present the request for \$6,000.00 (six thousand dollars). Mr. Hammock informed the board that the event has added an additional day since the original request was submitted after talking to the ENMSF Board. This will be the first event in the Summer Series of Off Road racing. The event will be held in the Eastern New Mexico State Fair arena. The Summer Series holds the same type races as the Winter Series. The Winter Series is held in larger cities across the nation. Competitors usually bring 2-3 additional friends or family with them. Competitors come from Kansas, Oklahoma, Utah and Texas among others. The Arenacross style is the most visible form of off road racing for spectators. Competitor's ages will range from 4 – 55 years of age, with the core age between 18 and 25 years of age. The event is open for beginners to professional riders. A Pro purse offered will also bring in the big names of the racing industry. Qualifying races will start early in the day and the show will start at 7:00 pm and continue to around 9:45 pm. Twenty-five (25) races will be held within that time. At half time a mud bog is planned. Mr. Hammock stated that although this is the first time this event has applied for Lodgers' Tax funding, the event was in Roswell in 2004 and had a very good attendance in both the competition and the audience. Mr. Hammock informed the board that he is wanting this to become an annual event. The event has been in Gallup since 1995 and is greatly received by Gallup. Mr. Fielding made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$6,000.00 (six thousand dollars) on a reimbursement basis be provided for this event. Ms. Cleveland seconded the motion. During discussion Mr. Fielding asked if this is like the events shown on ESPN. Mr. Hammock answered in the affirmative. Ms. Cleveland restated the motion and a voice vote was unanimous and the motion passed.

**8. Election of Chair and Vice-chair for term year (April 2016 – March 2017)**

Chairperson Jill Cleveland asked for volunteers or nominations for the positions. Mr. Fielding volunteered for the position of Chair and Mr. Ragsdale volunteered for the position of Vice-Chair. There being no objections or other nominations, Ms. Cleveland made the motion that Jim Fielding be elected Chair and Josh Ragsdale be elected as Vice-Chair during the April 2016 – March 2017 term be approved. The motion was seconded by Ms. Gerdt. There was no discussion. The motion was restated and a voice vote was unanimous and the motion passed.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, May 5, 2016 at 8:00 a.m.

**Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):**

**9. Reimbursement Report and Event Reports update:**

Ms. Self explained the update report for new members on the Lodgers' Tax funded events status since the March 29, 2016 meeting.

**10. Lodgers' Tax DFA Report:**

Ms. Self explained and gave all members a copy of the Quarterly Lodgers' Tax DFA report ending March 31, 2016 which will be sent to the State by the end of April.

**ADJOURN**

Ms. Cleveland asked if there was any other business, being none Ms. Cleveland requested a motion for adjournment.

Mr. Ragsdale made the motion to adjourn and Ms. Gerdt seconded the motion. A voice vote was unanimous and the motion passed.

Ms. Ortega stated that the next scheduled meeting of the Occupancy Tax Board is May 24, 2016.

The meeting was adjourned at 3:12 p.m.

Minutes submitted for approval by Janice Self.

A copy of the written update presented and a copy of the update log and the Lodgers' Tax DFA report may be requested through the City Clerk's office.